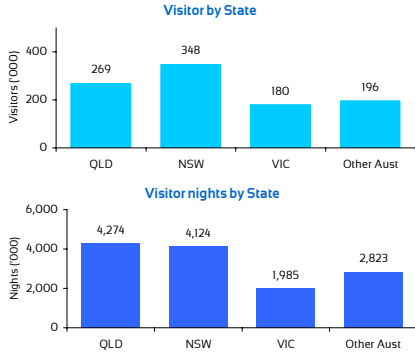


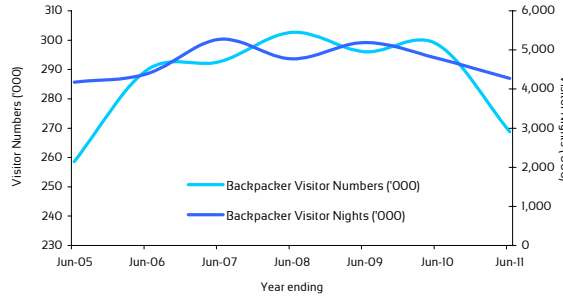
Year ending June 2011

Which states / territories do they visit in Australia?



The International Backpacker market represents visitors who spend at least one night in a backpacker/hostel during their stay in Australia

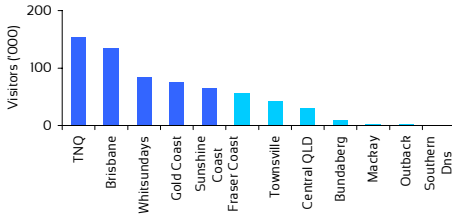
How has the QLD backpacker market been tracking?



What activities do they participate in?

Activity ³	Visitors	Top 5 Activities ²
Go to the beach (including swimming, surfing, diving)	245,000	91%
Eat out / dine at a restaurant and/or café	244,000	91%
Sightseeing / looking around	240,000	89%
Go shopping for pleasure	216,000	80%
Pubs, clubs, discos etc.	215,000	80%

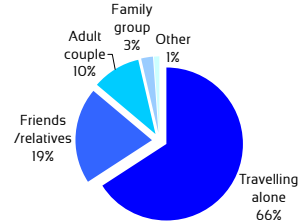
Which QLD regions are they visiting?



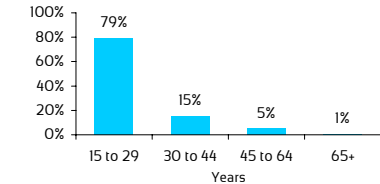
Queensland's top 5 International Backpacker Markets

Origin	Visitors	% of all youth to QLD	Visitor nights	Avg. Stay (nights)
Europe ¹	76,000	28%	1,238,000	16.3
United Kingdom	58,000	21%	1,171,000	37.4
Germany	31,000	12%	157,000	2.7
USA	23,000	9%	113,000	4.9
Canada	12,000	5%	203,000	16.6
Total backpacker market to QLD	269,000	-	4,274,000	15.9
Total backpacker market to Australia	583,000	-	13,206,000	22.7

Who do backpackers travel with? (Travel party)



How old are they?



Data Source: International Visitor Survey, Tourism Research Australia.

For Further Information:
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 Email: research@tq.com.au
 Website: www.tq.com.au/research

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1. Europe excludes the United Kingdom and Germany
 2. % may add to more than 100% as visitors may have participated in more than one activity whilst on their trip in Australia.
 3. Indicates activities undertaken on their trips in Australia, not necessarily in Queensland.